

MAR 12 2012

PTO/SB/80 (01-06)

Approved for use through 12/31/2008. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:



Practitioners associated with the Customer Number:

73552

OR



Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:



The address associated with Customer Number:

11788

OR

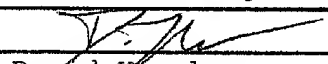
<input type="checkbox"/> Firm or Individual Name			
Address			
City	State	Zip	
Country			
Telephone	Email		

Assignee Name and Address: Downing Place Limited Liability Company
2711 Centerville Rd.
Suite 400
Wilmington, DE 19808

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	3-7-12
Name	David Housley	Telephone	
Title	Authorized Person for Downing Place Limited Liability Company		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

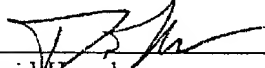
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DECLARATION REGARDING AUTHORITY TO SIGN
ON BEHALF OF A LEGAL ENTITY
37 C.F.R. 3.73(b)(2)(i)

I, David Housley (whose title is supplied below), hereby declare that I am authorized to sign on behalf of Downing Place Limited Liability Company.



David Housley

Authorized Person for Downing Place Limited Liability Company

3-7-12
Date

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MAR 12 2012

PATENT APPLICATION
Docket No. 3400-0003

STATEMENT UNDER 37 CFR 3.73 (b)

Application No.: 09/675,958 Patent No.: 6,954,728
Filing Date: 09-29-2000 Issue Date: 10-11-2005
Title: SYSTEM AND METHOD FOR CONSUMER-SELECTED ADVERTISING AND
BRANDING IN INTERACTIVE MEDIA

DOWNING PLACE LIMITED LIABILITY COMPANY, whose principal place of business is located at 2711 Centerville Road, Suite 400, Wilmington Delaware, 19808, states that it is:

1. ☒ the assignee of the entire right, title and interest; or
2. ☐ an assignee of less than the entire right, title and interest
The extent (by percentage) of its ownership is _____ %

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Inventors To: IDO Systems, Inc.
The document was recorded in the Patent and Trademark Office at
Reel 011708, Frame 0107.
2. From: IDO Systems, Inc. To: IDO Systems A/S
The document was recorded in the Patent and Trademark Office at
Reel 012452, Frame 0376.
3. From: IDO Systems A/S To: Lego Holdings A/S
The document was recorded in the Patent and Trademark Office at
Reel 016473, Frame 0818.
4. From: Lego Holdings A/S To: Avatizing, LLC
The document was recorded in the Patent and Trademark Office at
Reel 016473, Frame 0820.
5. From: Avatizing, LLC To: Downing Place Limited Liability Company
The document was recorded in the Patent and Trademark Office at
Reel 027719, Frame 0348.

- ☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

Date: March 12, 2012

Signature

/Stephen S. Ford/
STEPHEN S. FORD
Reg. No. 35,139
Attorney for Assignee